

FOR IMMEDIATE RELEASE

Readers Lounge in Virtual Berlin Attracts International Bookworms

The 3D online world Twinity hosts regular live book readings in cooperation with zitty, the popular listings guide for the German capital. The event series is broadcast live in zitty's editorial office in the city's virtual counterpart, letting Twinity members from all over the world get involved in the live debate. This month's book reading features Bernd Cailloux reading from the second of his fascinating books about Berlin.

Berlin, 28 January 2009 – The 3D online world Twinity hosts a monthly Readers Lounge in virtual Berlin as part of its strategic partnership with Berlin's city listings guide, zitty. This month's Readers Lounge features Bernd Cailloux reading from 'Der gelernte Berliner' (The practiced Berliner). The event starts at 8pm on Thursday, 29 January, and is held at Berlin's real Berghain Canteen and zitty's virtual editorial office simultaneously. After the reading, Twinity members can enjoy an after-party hosted by Motor FM, another Twinity partner.

This month's featured read is a collection of stories that all have one thing in common: the city of Berlin and the distinctive character of its inhabitants. From anecdotes about his native district of Schöneberg and observations about shopping at Penny, Lidl and Aldi, to coming across intrepid Berliners in far-flung corners of Africa, Cailloux tells the story of a parallel universe, which will be more than familiar to everyone who knows and loves Berlin.

The monthly Readers Lounge event in Twinity is designed to give people from all around the world a chance to participate in real, live events in Berlin. No distinction is made between real and virtual bookworms at these events: Both can engage in live literary debate with the author of the month and other audience members.

The virtual world Twinity is currently in public Beta. Register for free membership at www.twinity.com and begin exploring the world today.



zitty Readers Lounge live in Twinity

Date:

29 January from 8 p.m.

Virtual Berlin in Twinity:

zitty Redaktion

Real Berlin:

kantine @berghain

More information about Twinity:

www.twinity.com

Digital press kit:

http://press.twinity.com/press_kit/

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Information on Metaversum and Twinity:

Metaversum develops and operates the **3D online world Twinity**. The vision behind Twinity is to forge a close connection between the real and the virtual world. Twinity is building realistic replicas of the world's most vibrant cities in 3D, starting with Berlin, with other cities set to follow soon. Twinity members can create a personal avatar, explore real cities virtually, move into a 3D home, chat with friends, work, get creative, or just have fun together.

Twinity also offers businesses new ways of engaging with real people in real virtual cities. Through virtual shops and branded presences, in-world ad campaigns, product placements, and sponsored events, Twinity lets you enter into a direct and emotional, digital dialog with your target group. Twinity is currently in public Beta. Founded in July 2006 and financed by leading venture capital firms, Metaversum has offices in Berlin, Kiev, and Singapore. More information can be found at www.metaversum.com and www.twinity.com.

Digitales Press-Kit:

<http://press.twinity.com/>

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